Boeing Ad Campaign Supports King National Memorial Project Foundation

CHICAGO, Jan. 19 /PRNewswire/ -- Boeing and its advertising partner, Draftfcb, have created an advertising campaign to support the Martin Luther King, Jr. National Memorial Project Foundation and its construction of a national memorial honoring Dr. King's legacy in our nation's capital.

The objective of the "Have a Dream" campaign is to raise greater awareness of the memorial foundation's fundraising efforts by delivering a clear, focused and inspirational message during the time the country honors Dr. King's extraordinary leadership. The memorial foundation has raised $102 million of the $120 million needed to build the memorial. Donations can be made on the foundation's website, BuildTheDream.org, which is a featured element in the campaign.

A 30-second TV spot is airing on select network and cable programming including NBC's Meet the Press; online banners and videos are running on MSNBC.com, CNBC.com, WSJ.com, WashingtonPost.com, and BlackEnterprise.com; and live reads are being broadcast on WTOP radio in Washington, D.C.

In 2008, Chicago-based Boeing established a relationship with the memorial foundation by donating $1 million to support construction of the memorial, which is currently taking place on the National Mall in Washington, D.C. and is expected to be completed next year.

SOURCE: Boeing

Web site: http://www.boeing.com/